

M E M O R A N D U M

TO: Tom Harmer, Town Manager
FROM: Carolyn Brown, Support Services Director
REPORT DATE: November 4, 2021
MEETING DATE: December 13, 2021
SUBJECT: 2022 Town of Longboat Key Annual Citizen Satisfaction Survey

Recommended Action

Consensus for updated policy questions for the 2022 Citizen Satisfaction Survey.

Background

During their April 2019 Strategic Planning Workshop, the Town Commission reached consensus to support the implementation of an annual Citizen Satisfaction Survey. There have been two such surveys conducted thus far in FY20 and FY21.

For both years, the Town contracted with the John Scott Dailey Florida Institute of Government (FIOG) at the University of South Florida. The surveys have been conducted in January of each year. The survey has provided the opportunity to ask respondents to rank how satisfied they are with Town services and how important it is for the Town to work on specific quality-of-life issues.

In FY2021, 1525 residents responded with 99% of those responses rating the overall quality of life as “excellent or good”.

We are once again under contract with the FIOG to manage and finalize the FY22 Survey. Dr. Neely with the University of South Florida, will continue to oversee the Town’s Survey efforts including writing the questions, analyzing the responses, and reporting the results.

Based on a review of last year’s survey we have made some changes to the process this year to enhance the effort. The changes and plan for this year include:

- The font size of the text for the code and website link within the first-class letter mailed from the Town to the owner will be enlarged
- The general baseline questions will remain the same to establish a trend from the original baseline
- The policy questions will be updated
- Open ended answers will be included in the survey, especially after each category of questions

Specific Policy Level Survey Questions

The survey will once again include a list of approximately 30 baseline questions. In addition, a set of policy level questions are included which are modified year to year based on current events or specific initiatives where the Town is looking for public input. Attachment B of this memo lists the Specific Policy Level Survey Questions which were included in the 2021 Survey but were removed from the 2022 Survey.

The specific survey questions proposed for 2022 are as follows:

Road construction and traffic

- Thinking about current road construction projects in the area, how frequently have you been doing each of the following?
 - Adjusting your travel times due to ongoing construction projects
 - Leaving the island less often due to ongoing construction projects
 - Using apps such as Google, Maps or Waze to plan your travel off the island
 - Taking a different route off the island than you normally would because of ongoing construction projects
- Would you benefit from assistance in learning how to use navigation apps such as Google, Maps or Waze?
- Compared to a year ago, have you been leaving the island for appointments and recreation more often, less often, or about the same?

Green Initiatives

“Green (Environmental) Initiatives” was added to the list of potential items to select from this question: In your opinion, how important is it for the Town of Longboat Key to address each of the following issues in the coming years?

Electric Vehicles

- Do you currently own an electric vehicle?
- Do you plan on purchasing or leasing an electric vehicle in the next 5 years?
- Are there currently charging stations for electric vehicles available in your home or residential community/complex?
- Is access to convenient charging stations a concern that might prevent you from purchasing an electric vehicle?

Public Transportation

- Which County do you live in? (Depending on which county is selected would depend on which set of questions they receive to answer – Sarasota or Manatee).
- Are you familiar with Sarasota County’s new “Mobility OnDemand” public transportation program?
- Have you used the “Mobility OnDemand” public transportation service?
- How do you rate the quality of Sarasota County’s “Mobility OnDemand” service?

- Are you familiar with Manatee County's 24-Hour reservation service (which allows you to reserve a pickup by bus 24 hours in advance)?
- Have you used Manatee County's 24-Hour reservation service?
- How would you rate the quality of Manatee County's 24-Hour reservation service?

- Sarasota and Manatee County offer different public transportation systems and level of service on the island. How important is a unified level of service on the island?

Timeline

The updated policy level questions will be finalized after the December 13, 2021 Regular Workshop Meeting. The survey is anticipated to commence on January 10, 2022. It is expected that the project will take between 16 and 20 weeks to complete with delivery of a final report to the Town in April 2022. This will coincide with the Town's Annual Goals and Objectives Workshop Meeting and provide input prior to the April 2022 Commission Retreat.

Next Steps

At the December 13, 2021 Regular Workshop Meeting Town staff will review and answer questions regarding the 2022 survey and the proposed policy level questions for this year's survey. After receiving Commission direction we will finalize the survey with the FIOG and prepare to release the 2022 Survey in January.

Staff Recommendation

Consensus for updated policy questions for the 2022 Citizen Satisfaction Survey.

Attachments

- A. Draft 2022 Survey (Available in Town Clerk's Office)
- B. Removed Questions (Available in Town Clerk's Office)
- C. PowerPoint (Available in Town Clerk's Office)

End of Agenda Item